

September 1, 2010

**REQUEST FOR PROPOSAL
FOR
Edgecombe County
Tourism Development Initiative**

Seeking Services from an experienced Tourism Development Professional

Edgecombe County received funding from the Golden LEAF Foundation, Inc. to create the tourism development infrastructure necessary to identify, refine and promote Edgecombe County's tourism assets. To that end, Edgecombe County is seeking the services of an experienced tourism development professional.

Edgecombe County is now accepting proposals from experienced tourism development professionals to perform the activities as specified herein. Only interested parties who can exhibit success in tourism development for areas similar to Edgecombe County should submit proposals.

Attached are the specifications necessary to complete this proposal. Please review these specifications carefully. All proposals are due to Edgecombe County, Housing & Economic Development Office, P.O. Box 10, 201 St. Andrew St., Tarboro, NC 27886, no later than 5:00 p.m., **September 30, 2010**. Three copies of your proposal and qualifications should be submitted in a sealed enveloped with the following description clearly marked on it "Tourism Development Proposal".

Edgecombe County is an equal opportunity purchaser. All interested parties are encouraged to submit bids.

Sincerely,

Eric Evans
Community Development Administrator

REQUEST FOR PROPOSAL
FOR
Tourism Development Initiative
Experienced Tourism Development Professional

Edgecombe County will accept sealed proposals for the following project:

Project:	Edgecombe County Tourism Development Initiative
Proposal Due Date and Time:	September 30, 2010 at 5:00 p.m.
Proposal Selection	October 15, 2010
Contract Award	November 1, 2010
Work expected to commence:	November 15, 2010
Type of Work:	Providing technical assistance in developing office operations, establishing a Tourism Development Authority, developing a marketing strategy and destination plan

NOTE: The above dates are subject to change.

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Required Contents: The following items at a minimum must be addressed in your proposal.

1. **Cover Memo**
2. **Itemized bid summary**
3. **Company/Contractor Profile and History**
4. **Detailed description of how your work is to be performed**
 - **Approach to accomplishing desired objectives**
 - **Time frame for work to be performed**
5. **Resume(s)**
6. **Minority/Women Business Development Provision (see attached)**
7. **Three references for which the proposer has provided similar services**

SCOPE OF SERVICES

The primary services requested as a part of this contract involve the following:

- Providing Technical assistance in establishing a Tourism Development Authority to include filing for incorporation, drafting bylaws, writing policies and procedures, and providing board orientation and development;
- Providing Technical Assistance in setting up operations for a Tourism Development Office to include drafting job descriptions, providing staff training, creating report formats, and developing an operations and marketing budget;
- Development of a marketing strategy and sample marketing materials, and setup of a database management system for tourism marketing;
- Creating a destination development plan and providing technical assistance to tourism venues;
- Advising the Board of Commissioners on the feasibility of seeking legislation from the NC General Assembly for an occupancy tax, and providing technical assistance in seeking authorizing legislation if the Board chooses to do so.

Edgecombe County is seeking the services of an experienced Tourism Development professional who best exhibits the capacity to help us reach the following short-term outcomes:

- an operational Tourism Development office to include at least one full time, trained staff person
- a marketing strategy, marketing materials and website
- a Tourism Development Authority

Edgecombe County is seeking the services of an experienced Tourism Development professional who best exhibits the capacity to position us to reach the following long-term outcomes:

- sustained funding for marketing and office operations
- increased tourism revenues in the county
- increase in jobs related to tourism.

PROPOSAL CONTENT

The proposal must address the following:

1. Technical

Describe the approach to be taken in addressing the items set forth in the Scope of Services. This is to include a listing of specific tasks identified as well as others you feel are required to properly implement the project.

2. Management and Staffing

Describe the management and staff that will be working on the project.

SELECTION CRITERIA AND FACTORS

A determination as to the provider selected for the described services will be made by Edgecombe County. Determination will be made based upon the following criteria:

1. Quality and responsiveness of proposal.
2. Comprehensiveness of proposal.
3. Knowledge and experience in tourism development.
4. Familiarity with, or areas comparable to, Edgecombe County
5. Timeliness of proposed implementation of services.
6. Reasonableness of costs.

Minority/Women Business Development

Edgecombe County has an equal opportunity purchasing policy. The County seeks to ensure that all segments of the business community have access to supplying the goods and services needed by County programs. The County affirmatively works to encourage utilization of minority business enterprise in our procurement activities. The County provides equal opportunity for all businesses and does not discriminate against vendors regardless of race, color, religion, age, sex, national origin or disability.

MWBD Compliance:

MWBD PROGRAM COMPLIANCE IN THE PURCHASE OF COMMODITIES AND SERVICES
MWBD UTILIZATION PROPOSAL: The goals for MWBD participation on this project are set at 10: BBE*, 0% ABE*, 0% HBE*, and 3% WBE*. Your response to the following questions will help Edgecombe County to determine compliance with the MWBD Program.

Note: *MWBD Groups: BBE: Black Business Enterprise; NBE: Native American Business Enterprise; ABE: Asian Business Enterprise; HBE: Hispanic Business Enterprise; and WBE: Women Business Enterprise

Do you customarily subcontract portions of your contracts? _____ Yes _____ No

Do you intend to subcontract portions of this contract? _____ Yes _____ No

List any services in this proposal for which you could seek quotes from minority and/or women owned businesses.

- 1.
- 2.

M/WBD UTILIZATION COMMITMENT

I/We, _____, do certify that on
_____, we will expend
(Project) (Contract Amount)

A minimum of _____% of the total dollar amount of the contract with Minority Business Enterprises, and _____% with Women's Business Enterprises.

Name of Firm	BBE NBE ABE HBE WBE	Description of Work	Dollar Value

*The County reserves the right to request verification of these payments.

The undersigned hereby certifies that the bidder has read the terms of this compliance and is authorized to bind the firm to the information herein set forth.

Date:_____

Name of Firm

Name, Title and Signature

Proposed Product or Service

Total Dollar Amount Bid